

# MINUTES

## REGULAR MEETING OF CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION THURSDAY, DECEMBER 15, 2005 7:30 PM

### CALL TO ORDER AND ROLL CALL

Acting Chairman Wetzork called the meeting to order at 7:30 p.m.

Present: Commission Members: Dahlberg, Ezzy Ashcraft, Schmitz, Stieg and Trevithick

Absent: Chairman Kelly and Commission Member Lindsey

Vacancies: One

Staff: Dorene Soto, Bruce Knopf and Rosemary Valeska

#### 1. Welcome to New EDC Member Morris H. Trevithick

At this time, Acting Chair Wetzork officially welcomed Commission Member Trevithick.

#### 2. Introduction of City Manager Debra Kurita

At this time, City Manager Debra Kurita was officially introduced to the EDC.

### MINUTES

#### 3. Minutes of the Regular Meeting of October 20, 2005

Moved (Stieg), seconded and unanimous (with abstention by Schmitz) to approve the minutes of the Regular Meeting of October 20, 2005 as submitted.

#### 4. Minutes of the Special Meeting of November 8, 2005

Moved (Dahlberg), seconded and unanimous (with abstention by Stieg) to approve the minutes of the Special Meeting of November 8, 2005 with correction as noted by Commission Member Ezzy Ashcraft.

### CONSENT CALENDAR

ORAL COMMUNICATIONS – PUBLIC

(None)

UNFINISHED BUSINESS

5. Informational Update on the Former East Housing and Fleet Industrial Supply Center Annex, Bayport Residential Project (***Continued from October 20, 2005 Regular Meeting***)

Acting Chairman Wetzork announced that this item was being continued to the January 19, 2006 Regular Meeting.

6. Recommendation to the City Council in Support of Target as a New Anchor Retailer under the Proposed Alameda Towne Centre Planned Development Amendment (***Continued from November 8, 2005 Special Meeting***)

Mr. Knopf gave a brief presentation regarding spending by Alamedans at Target and the resulting projections. Mr. Knopf introduced John Duze, Target Senior Development Manager, who addressed questions brought up at the November 8, 2005 Special Meeting regarding local hiring practices, store size, the need to locate at Alameda Towne Centre, Target corporate giving policy, and potential impacts on future tenants. Mr. Knopf then introduced Mike Corbitt, Retail Portfolio Manager for Harsch Investments and Manager of Alameda Towne Centre. Mr. Corbitt stated that he is getting much more interest from potential tenants now that Target is being mentioned as a potential anchor. Ms. Soto then addressed the Commission and apologized for miscommunication expressed in a recent *Alameda Sun* article regarding the work of consultant Linda Congleton & Associates regarding Target. Ms. Soto stated that Ms. Congleton has valuable expertise and that her conclusions have been verified by other consultants. Ms. Soto read into the record a letter submitted by Melody Marr, on behalf of the officers and directors of the Alameda Chamber of Commerce, in support of the project. Acting Chairman Wetzork thanked Dorothy Reid of the Willows Homeowners Association for her information packet. He also stated that the EDC was charged with looking at the project's potential impacts on retail leakage and its consistency with City retail policy documents. Acting Chairman Wetzork then opened the meeting to public speakers.

Speakers in support of the proposed project: Christa Johnson, Rich Krinks, Joy Javellana (speaking on behalf of Jack Easterday of Alameda Care Center), Richard Warner, Robb Ratto (representing Park Street Business Association), Mike Corbitt (representing Harsch/Alameda Towne Centre), Gwen Meyer, Kristine Murray, Christopher Murray, Jim Pedley

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(representing Carlin's Shoes at Alameda Towne Centre), and Barbara Mooney. Blake Brydon and Jim Strehlow did not speak at the meeting but did submit speakers slips indicating their support.

Speakers opposing the proposed project: Richard Perenon (representing St. Francis condominiums), Dorothy Reid (representing the Willows Homeowners), and Vivian Leigh Forde.

Acting Chairman Wetzork announced that both Fire Chief Jim Christiansen and Interim Chief of Police Craig Ojala were in attendance. He invited them to state if they had any concerns regarding adverse impacts to their respective departments resulting from the proposed project. Chief Christiansen stated he saw no adverse impacts to the Fire Department. Interim Chief Ojala stated that over the last five years, accidents have been declining due to better traffic engineering, enforcement and education. The Police Department has the staffing levels and resources to deal with any situation that might arise and they would work with the Planning Department to address any impacts.

Acting Chairman Wetzork opened the meeting to Commissioner comments and questions. Commission Member Ezzy Ashcraft asked about the differences between Target and Wal-Mart. Mr. Duze stated that Target is an upscale merchandise discounter; the customer demographics are different. Commission Member Ezzy Ashcraft stated that she had taken a trip to the Albany Target with Commission Member Lindsey and that she was impressed with the store's cleanliness, spaciousness and courteous service. She noted that many of the store's employees were seniors and asked Mr. Duze if Target encouraged the hiring of seniors. Mr. Duze stated that he would need to research that question. Commission Member Stieg asked about Target's charity programs on a local level. Mr. Duze stated that it is a community-based program. He also stated that he had previously provided a list of schools in Alameda already being helped by Target's educational program. Commission Member Stieg asked about the percent of local hiring. Mr. Duze stated that over 90 percent of Target store employees are local. Commission Member Stieg asked about the wages. Mr. Duze stated that Target is at the forefront of retail pay. Commission Member Schmitz asked where the customers would come from. Mr. Duze explained how Target views Alameda as a "micro market" and that they planned on 85 percent of the sales coming from Alameda residents. Commission Member Trevithick asked how long would it take for retail leakage to be mitigated. Mr. Duze stated that it should change immediately - as soon as the store opened. Acting Chairman Wetzork stated that he was impressed with the Target store in Albany. He asked staff to project some photos that he had taken at that store. Moved

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(Dahlberg) and seconded to recommend approval to the City Council. Commission Member comments following motion and second:

- Commission Member Ezzy Ashcraft stated that she had done her own informal survey and that every woman she spoke with wanted a Target in Alameda.
- Commission Member Stieg stated that favorable comments have been received from all ages and sectors of the community. She believes that the sales tax projections were probably low. She emphasized that the EDC did listen to the opponents.
- Commission Member Schmitz stated that there has been a full discussion and key questions have been addressed. He stated that we are in a highly competitive region and we have to move forward. It is up to the Planning Board to address questions regarding traffic.
- Acting Chairman Wetzork stated that he had done his own informal survey of small businesses. The consensus was that if Target came, things would be fine; however, adjustments might be needed.

Motion to recommend approval to the City Council passed unanimously.

## NEW BUSINESS

### 7. Request by the Public Works Department for an EDC Member to be Appointed to the Pedestrian Task Force

Acting Chairman Wetzork determined that this item should be continued to the January 19, 2006 Regular Meeting when Chairman Kelly would be in attendance.

### 8. Re-evaluation of the Membership of the Economic Development Strategic Plan Update Subcommittee

Acting Chairman Wetzork determined that this item should be continued to the January 19, 2006 Regular Meeting when Chairman Kelly and Commission Member Lindsey would be in attendance.

## REPORTS

### 9. Oral Report: Commission Member Wetzork – Chair of the Economic Development Strategic Plan Update Subcommittee

Acting Chairman Wetzork stated that the Subcommittee's emphasis would be on targeting the outdated portions of the Plan for updating. Commission Member Dahlberg stated that he and Acting Chairman Wetzork had an informal meeting with Councilmember Matarrese, who was instrumental in the development of the original EDSP. The notes from

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that meeting will be shared with the rest of the subcommittee and the full Commission. Report accepted.

10. Oral Report: Commission Members Schmitz and Wetzork – EDC representatives to the Transportation Task Forces

Commission Member Schmitz commended Transportation Commission Chair John Knox-White for his extensive work with the Task Forces. The resultant plan will be taken to the Boards and Commissions for review and recommendation prior to submittal to the City Council. Report accepted.

WRITTEN COMMUNICATIONS

11. Redevelopment – Building Better Communities, October 2005

12. Redevelopment – Building Better Communities, November 2005

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

Comments by Ms. Soto:

- Welcomed Commission Member Trevithick and noted that he met with Business Development staff for an orientation meeting the previous week.
- The Development Services Department will be reorganizing after January 1. Community Programs and Housing Division Manager Carol Beaver will be retiring and the Business Development Division will be absorbing the staff that works with the affordable housing and loan programs. (Commission Member Schmitz noted that when the City loses talent and experience, it has an impact on the Boards and Commissions.)
- Peet's Coffee's is looking into making the new roastery and distribution facility planned for Harbor Bay into a local attraction with coffee tastings and tours.
- Hampton Inn is planning a 200-room property at Harbor Bay.
- Jennifer Ott of Development Services is conducting a series of public tours of the Historic Theater. (The EDC members who had participated in the tours commended Ms. Ott's work.)
- The Calls for Bids for the Historic Theater and Parking Structure projects are currently planned for February 2006.

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ADJOURNMENT

The meeting was unanimously adjourned at 9:34 p.m.

Respectfully submitted,

Dorene E. Soto  
Manager, Business Development Division

DES:rv

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